



Envision Arlington Standing Committee

Date: Wednesday, October 12, 2022

Time: 7:30-9:00 pm

Location: Conducted by Remote Participation

Members: Alex Bagnall, Caroline Murray, Juli Brazile, Scott Lever, Jagat Adhiya, and Michael Brownstein

Guests: Johanna Meyer, Elizabeth Dray

Minutes

1. Town Day Recap

Scott thanked Jagat, Alex, Juli, and Michael for their involvement in setting up and breaking down the Envision Arlington booth at Town Day. Jagat acknowledged everyone's effort.

There was a discussion about any learning that we wanted to capture about the day.

Juli said it went great and suggested we contact all the task group chairs for their feedback.

Caroline said that the design competition was an effective tool to pull people into the booth. She thought publishing the survey results would be an excellent talking point.

Johanna thought people got stuck in the back of the tent and generally talked with the Reservoir Committee.

Scott suggested moving the tables to the front or back of the tent would solve the issue.

Jagat thought the high school student contribution to the design competition was more appealing than MIT's. 90% had not heard about the Broadway design competition, so he thought we should do more outreach. We could raise money. DTG got a lot of traffic – they had an interactive station for people to share their opinions. The water refilling station attracted people to the tent (water conservation). However, people did not pick up a lot of the handouts.

2. Task Group Updates

Reservoir Committee: The workday went well on Town Day. Many volunteers took out grasses and only needed a little maintenance. They identified a gardener who may be involved in the fall plantings. The committee is reviewing its website and goals after completing renovations. They are also looking at the different roles of the Reservoir Committee.

Education Task Group: Michael and Scott found it difficult to engage with APS during the pandemic. They are scheduling task group meetings for November and December.

3. Town Survey

Scott shared that people have expressed interest in being part of the 2023 survey. It must be created and finalized by January, as it goes live on New York's Day. Johanna and Caroline expressed interest in this work and will talk to Len about getting this work started.

Juli said that if we want to be part of the census, we must have this information by December. The topics need to be narrowed down by Thanksgiving.

Elizabeth asked what the timeline is for developing the survey. Juli said the census and survey development are tied together.

Discussion on 2022 Survey Findings:

Scott said that it was good to move data to power BI.

Len asked to let the departments know that we can give the preliminary analysis and need to know what stories we want to tell.

Johanna shared that preliminary results help us formulate a report. The demographics do not reflect the census findings. It's not a proper representation of Arlington's population. She said that she could write the report.

Len recommended sending the open responses to departments, not categorized. Staff members need to receive training for analyzing information, as unconscious bias might creep in without it.

Scott asked the group if we should be doing the survey in the future. It is a considerable effort and a huge time commitment. It may be taking time away from other areas of Envision Arlington's work.

4. New Business

Scott asked the group what projects EASC would like to undertake at the beginning of 2023.

Johanna said the Reservoir Committee is considering working with Elaine Crowder's group to address invasive species in Arlington.

Jagat suggested engaging younger residents more (high school students have community service tasks).

Meeting adjourned at 9:15